

62. A method of presenting electronic content in a web-based television (TV) system including a host computer and a local computer, the method comprising:

- detecting that a user of a web-based TV system has requested access to a content page;
- determining a geographic location of the user;
- determining a local context for the user based on the determined geographic location;
- determining whether the user is logged in to the host computer;
- retrieving context-specific information associated with the determined local context, the information being retrieved (i) from the host computer if the user is determined to be logged in to the host computer, or (ii) from the local computer if the user is not logged in to the host computer; and
- customizing the content page based on the retrieved context-specific information.

63. A method of presenting electronic content in a web-based television (TV) system including a host computer and a local computer, the method comprising:

- detecting that a viewer of a web-based TV system has requested access to a content page;
- determining a geographic location of the viewer;
- determining a local time of day for the viewer based on the determined geographic location;
- determining whether the viewer is logged in to the host computer;
- retrieving day-part information associated with the determined local time of day, the day-part information being retrieved (i) from the host computer if the viewer is determined to be logged in to the host computer, or (ii) from the local computer if the viewer is not logged in to the host computer; and
- customizing the content page based on the retrieved day-part information.

64. A web-based TV system comprising:

- a set top device at a local site being operatively coupled and capable of logging in to a host computer at a remote site, the set top device comprising software instructions to perform the following operations:
 - determine a geographic location of a viewer;

determine a local context for a viewer of the web-based TV system based on the determined geographic location;

customize a content page based on the determined local context; and
present the customized content page to the viewer.

66. The system of claim 64 wherein the set top device further comprises:
a network adapter for communicating with the host computer; and
a TV receiver for receiving TV signals.

67. The system of claim 66 wherein the set top device further comprises instructions to selectively receive context information through the network adapter or through the TV receiver.

68. The system of claim 67 wherein the instructions to selectively receive context information comprise instructions to receive information (i) through the network adapter if the set top device is actively logged in to the host computer; and (ii) through the TV receiver if the set top device is not actively logged in to the host computer.

69. Computer software, tangibly embodied in a computer-readable medium and/or in a propagated carrier signal, for presenting electronic content in a web-based television (TV) system including a host computer and a local computer, the software comprising instructions to perform the following operations:

detect that a user of a web-based TV system has requested access to a content page;
determine a geographic location of the user;
determine a local context for the user based on the determined geographic location;
determine whether the user is logged in to the host computer;
retrieve context-specific information associated with the determined local context, the information being retrieved (i) from the host computer if the user is determined to be logged in to the host computer, or (ii) from the local computer if the user is not logged in to the host computer; and
customize the content page based on the retrieved context-specific information.

Applicant : Robert M. COOPER, et al.
Serial No. : 09/365,735
Filed : August 3, 1999
Page : 4

Attorney's Docket No.: 06975-050001

Please add claim 70.

-- 70. The method of claim 1 in which determining the geographic location of the viewer comprises accessing user profile information in a database and determining the geographic location based on the user profile information. --